

PHILIP MORRIS
PARLIAMENT
FILTER FEEDBACK COPY
11/8/76

HEADLINE: THERE'S MORE TO CHOOSING A LOW-TAR
CIGARETTE THAN JUST PICKING A NUMBER

COPY: Any low-tar cigarette will give you a low-tar
number. But there's something else that you
should consider. We call it "filter feedback."

As you smoke, tar builds up on the tip of your
cigarette filter. That's "filter feedback."
Ordinary flush-tipped filters put that tar
buildup flat against your lips.

And that's where Low-Tar Parliament has the ad-
vantage. Parliament's filter is recessed to
keep tar buildup from touching your lips. So
There's no "filter feedback." ~~There's nothing~~
IS ~~but~~ that smooth Parliament taste.

All you get

CAPTIONS: Ordinary flush tip
Recessed for no "filter feedback."

TAG: Low-Tar Parliament. More than just a number.

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